

Docket No.: 3801P040

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re the Application of:

REED MALTZMAN

Application No.: 09/820,574

Filed: March 28, 2001

For: **METHOD AND SYSTEM TO ENABLE A  
FIXED PRICE PURCHASE WITHIN AN  
ONLINE AUCTION ENVIRONMENT**

Art Group: 3628

Examiner: Unknown

**INFORMATION DISCLOSURE STATEMENT UNDER 37 C.F.R. §1.97**

Commissioner for Patents  
Washington, D.C. 20231

Sir:

In accordance with the duty of disclosure, enclosed is a copy of Information Disclosure Statement by Applicant (form PTO/SB/08), which is being submitted before the mailing of a first Office Action. It is respectfully requested that the cited references be considered and that the enclosed copy of PTO/SB/08 be initialed by the Examiner to indicate such consideration and a copy thereof returned to applicant(s). Copies of the references cited on PTO/SB/08 are enclosed herewith.

The submission of this Information Disclosure Statement is not to be construed as a representation that a search has been made in the subject application and is not to be construed as an admission that the information cited in this statement is material to patentability.

Please charge any fees due to Deposit Account 02-2666. A duplicate copy of the Fee Transmittal (PTO/SB/17) is enclosed for this purpose.

Respectfully submitted,

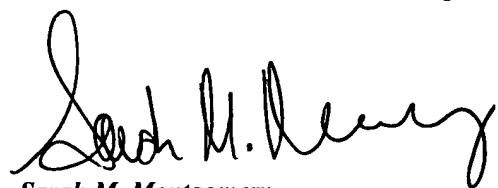
BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP

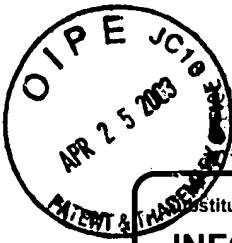
Date: 04/16/03

  
\_\_\_\_\_  
André L. Marais, Reg. No. 48,095

12400 Wilshire Blvd., 7th Floor  
Los Angeles, California 90025  
(408) 947-8200

I hereby certify that this correspondence is being deposited with the United States Postal Service as First Class mail with sufficient postage in an envelope addressed to: Assistant Commissioner for Patents, Washington, D.C. 20231 on:

 4/22/03  
Sarah M. Montgomery Date



PTO/SB/08B (10-01)

Approved for use through 10/31/2002. OMB 0651-0031

Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

Institute for form 1449A/PTO <b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>				<b>Complete if Known</b>	
Sheet	1	of	1	Application Number	09/820,574
				Filing Date	March 28, 2001
				First Named Inventor	Reed Maltzman
				Art Unit	3628
				Examiner Name	Unknown
				Attorney Docket Number	3801P040

OTHER ART - NON PATENT LITERATURE DOCUMENTS					
Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.			T <sup>2</sup>
		INA STEINER, "From the Editor", Auction Bytes newsletter, Auctionbytes-Update, Number 8 - February 20, 2000 - ISSN 1529-6703, 3 pages.			
		DAVID LUCKING-REILEY, "AUCTIONS ON THE INTERNET: WHAT'S BEING AUCTIONED, AND HOW?", The Journal of Industrial Economics, September 2000, Volume XLVIII, No. 3, pg. 227-252.			
		ZOLTAN HIDVEGI, et al., "Buy-price English Auction", September 1, 2002, 28 pages.			
		ERIC B. BUDISH and LISA N. TAKEYAMA, "Buy prices in online auctions: irrationality on the internet?", Economics Letters, 2001, pg. 325-333.			
		STANLEY S. REYNOLDS and JOHN WOODERS, "Ascending Bid Auctions with a Buy-Now Price", August 2002, 29 pages.			
		TIMOTHY MATHEWS, "A Risk Averse Seller in a Continuous Time Auction with a Buyout Option", September 12, 2002, 26 pages.			

Examiner Signature	Date Considered
--------------------	-----------------

\*Examiner: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication.

<sup>1</sup>Applicant's unique citation designation number. <sup>2</sup>Applicant is to place a check mark here if English language Translation is attached.

Burden Hour Statement: This form is estimated to take 2.0 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.